



WLOS  
110 Technology Dr  
Asheville, NC 28803

Greer Margolis Mitchell, Burns &  
Associates-Washington  
3050 K St NW  
Suite 100  
Washington, DC 20007

## Contract # 2650360

Schedule Dates	10/11/16-10/17/16	Date Entered	09/30/16
Advertiser	Roy Cooper for Governor-D (110331)	Last Modified	09/30/16
Agency	Greer Margolis Mitchell, Burns & Associates-Washi	Entered By	Louise Palmer
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	ROY COOPER 4 GOVERNOR (833129)	Headline #	ECR25321468
Salesperson	Millennium/PHL, Philadelphia (1103)	Demo	
Sales Office	Millennium Philadelphia	Order Type	Normal
Buyer Name	David Outen,	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	297/317/5535	Commission	\$2,002.50
Account Types	National/Political Candidate Agency BRD	Net Total	\$11,347.50
Billing Type	Weekly/Irregular	Sales Tax	
Comments	candidate 9/29 New order DO NOT RELEASE WITHOUT FUNDS		

Asheville (WLOS)		
By Broadcast Month	Spots	Rate
Oct. 2016	28	\$13,350.00
Grand Total:	28	\$13,350.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/11/16-10/14/16	3	:30	6:30A- 7A (EST)	2		X	X	X	X			2	\$550.00	\$1,100.00	Asheville (WLOS)	NWS13 THS MORN Level 3	9/30/16
2.0	Normal Line / News	10/11/16-10/14/16	3	:30	7A- 8A (EST)	2		X	X	X	X			2	\$550.00	\$1,100.00	Asheville (WLOS)	GD MRN AMR-ABC< Level 3	9/30/16
3.0	Normal Line / News	10/16/16-10/16/16	3	:30	8A- ABC-Good Morning America Sunday	1							X	1	\$450.00	\$450.00	Asheville (WLOS)	GMA Level 3	9/30/16
4.0	Normal Line / News	10/11/16-10/14/16	3	:30	11:58-1A- News-News 13 at Noon	2		X	X	X	X			2	\$250.00	\$500.00	Asheville (WLOS)	News 13 @ Noon Level 3	9/30/16
5.0	Normal Line / SPOT	10/11/16-10/14/16	3	:30	1P- ABC-The Chew	2		X	X	X	X			2	\$100.00	\$200.00	Asheville (WLOS)	The Chew Level 3	9/30/16
6.0	Normal Line / SPOT	10/11/16-10/14/16	3	:30	3:58-4P- Dr Phil	3		X	X	X	X			3	\$300.00	\$900.00	Asheville (WLOS)	Dr Phil Level 3	9/30/16
7.0	Normal Line / News	10/11/16-10/14/16	3	:30	4:59P- News-News 13 First News At 5p	2		X	X	X	X			2	\$450.00	\$900.00	Asheville (WLOS)	First News At 5 Level 3	9/30/16
8.0	Normal Line / News	10/11/16-10/14/16	3	:30	5:27-30P- News-News 13 at 5:30p	2		X	X	X	X			2	\$500.00	\$1,000.00	Asheville (WLOS)	First News At 5 Level 3	9/30/16
9.0	Normal Line / News	10/16/16-10/16/16	3	:30	5:58-26P- News-News 13 6p News Sunday	1							X	1	\$400.00	\$400.00	Asheville (WLOS)	News 13 @ 6 Sun Level 3	9/30/16
10.0	Normal Line / SPOT	10/11/16-10/14/16	3	:30	6:58-50P- Wheel of Fortune	2		X	X	X	X			2	\$700.00	\$1,400.00	Asheville (WLOS)	WHEEL OF FORTUNE Level 3	9/30/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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**Advertiser** Roy Cooper for Governor-D (110331)  
**Agency** Greer Margolis Mitchell, Burns & Associates-Washi  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** ROY COOPER 4 GOVERNOR (833129)  
**Salesperson** Millennium/PHL, Philadelphia (1103)  
**Sales Office** Millennium Philadelphia  
**Buyer Name** David, Outen,  
**Phone/Fax** /  
**CPE** 297/317/5535  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** candidate  
9/29 New order  
DO NOT RELEASE WITHOUT FUNDS

**Date Entered** 09/30/16  
**Last Modified** 09/30/16  
**Entered By** Louise Palmer  
**CO-OP** No  
**Headline #** ECR25321468  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,002.50  
**Net Total** \$11,347.50  
**Sales Tax**

**Asheville (WLOS)**  
**By Broadcast Month**  
Oct. 2016  
Grand Total:  
**Spots** 28  
**Rate** \$13,350.00  
\$13,350.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / Prime	10/17/16-10/17/16	3	:30	7:58P- ABC-Dancing With The Stars (Monday)	1	X							1	\$3,000.00	\$3,000.00	Asheville (WLOS)	DANCING WITH THE STARS 9/30/16 Level 3	9/30/16
12.0	Normal Line / News	10/11/16-10/16/16	3	:30	10:59:56P- News-News 13 11P Late News	1		X	X	X	X		X	1	\$550.00	\$550.00	Asheville (WLOS)	News 13 Tonight Level 3	9/30/16
13.0	Normal Line / SPOT	10/11/16-10/14/16	3	:30	11:35P- ABC-Jimmy Kimmel Live			1	1	1	1			4	\$200.00	\$800.00	Asheville (WLOS)	Jimmy Kimmel Level 3	9/30/16
14.0	Normal Line / Football	10/15/16-10/15/16	3	:30	12P- Sports-ABC College Football	1						X			\$900.00		Asheville (WLOS)	COLLEGE FOOTBALL Level 3 9/30/16	
14.0.1	Preempt	10/15/16															Asheville (WLOS)	Pre-empt/Spot -as per J Fishleigh email 10/7	
15.0	Normal Line / News	10/17/16-10/17/16	3	:30	7A- 8A (EST)	1	X							1	\$550.00	\$550.00	Asheville (WLOS)	NEWS	9/30/16
16.0	Normal Line / SPOT	10/17/16-10/17/16	3	:30	3:58:40P- Dr Phil	1	X							1	\$300.00	\$300.00	Asheville (WLOS)	DR PHIL	9/30/16
17.0	Normal Line / SPOT	10/17/16-10/17/16	3	:30	11:35P- ABC-Jimmy Kimmel Live	1	X							1	\$200.00	\$200.00	Asheville (WLOS)	KIMMEL	9/30/16

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Mike Furman - authorized media buyer,  
 being/on behalf of: Roy Cooper,  
 a legally qualified candidate of the Democratic  
 political party for the office of: Governor  
 in the General  
 election to be held on: November 9, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Cooper for North Carolina

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Scott Falmer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

5/4/16

Date

[Signature]

Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

### AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

Attach proposed schedule with charges (if available):

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.